

An animated e-mailable file, such as an advertisement, and a method of creating the animated e-mailable file are disclosed. The e-mailable file can be included as a non-attached, non-executable file to be played when an e-mail message including the animated e-mailable file is opened. The e-mailable animation file is created by: providing a source video file; selecting key video frames from the video frames of the source video file; selecting key audio segments from the audio track of the source video file; and synchronizing the key audio segments with the associated key video frames to produce an e-mailable animation file to be included as a non-attached, non-executable file in an e-mail message.

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